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# PLACE AGE

AGE FRIENDLY COMMUNITIES

AUGUST 2017







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## Editorial Address, by Ryan Woolrych

Welcome to the first edition of PLACEAGE! The newsletter for Place-Making with Older Adults: Towards Age-friendly Communities, a research project funded by the Economic and Social Research Council (ESRC).

PLACEAGE will be published bi-annually. The aim of the newsletter is to inform our readers about exciting news and developments from the project. As part of this, we will be updating on progress, showcasing stories from the field, and highlighting key events.

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## Photo Credits

Cover: Photo by Marcelo Soares

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Page 7: Top image: Tea party, Govanhill Housing Association by Jennifer Ferguson

Page 7: Bottom image: Trinity House Community Centre, Manchester by Meiko Makita

Page 8: Photo 1 by Adriana Portella, Photo 2 by Michael Murray, Photo 3 by Ryan Woolrych, Photo 4 by Rebecca Lawthorn

**Newsletter design by Greyci Bolzan**

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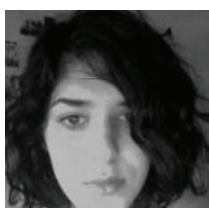
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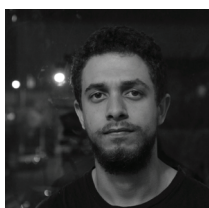
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# *New Research on Ageing in Cities and Communities*

PLACEAGE is an exciting new research project. The aim of the research is to better understand what older people want from their communities and cities in order to remain active, engaged, socially connected and independent.

The World Health Organisation has identified the importance of Age-friendly Cities and Communities as one which supports older adults to live at home and in their community through addressing: housing, outdoor

spaces, information and communication, respect and social inclusion, transportation, community support and health services, civic participation and employment.

To work towards what an age-friendly community and city looks like, this project will be exploring the experiences of older adults living in a range of cities and communities in the UK and Brazil to identify (i) how older adults experience ageing in the community (ii) the challenges and opportunities to ageing

within the community and (iii) how communities and cities can be better designed to support older adults.

This project is participatory in its approach and we will be working alongside older adults and community organisations, policy makers and practitioners throughout the study.

## **Who we are**

The PLACEAGE team comprises academics from nine universities across the UK (Heriot-Watt University, Keele



University, University of Edinburgh, Manchester Metropolitan University, University of Dundee) and Brazil (Federal University of Pelotas, University of Brasilia, Federal University of Minas Gerais, Federal University of Rio Grande, Brazil).

The lead investigator in the UK is Ryan Woolrych, associate professor in Health and Well-Being at Heriot Watt University and Adriana Portella, associate professor in Federal University of Pelotas, is the lead investigator in Brazil.

As part of the research, the Brazil team have visited the UK and spent time within the UK case study cities, co-designing the research and collaborating on outputs from the project. Further visits between the UK and Brazil will take place across the study. We will update in future

newsletters.

## What will happen as part of the project?

The research is a unique collaboration between the UK and Brazil involving three case studies cities in the UK (Glasgow, Edinburgh, Manchester) and Brazil (Brasilia, Pelotas, Belo Horizonte). The case studies will provide us an understanding of how older adults experience place across different urban contexts.

The project will undertake surveys, interviews and a range of creative methods such as 'go along' walks, video diaries and community mapping.

The findings will help provide a clearer picture of how sense of place is experienced by older residents and how this

can be incorporated into improved design and service delivery.

The results will also be used to design a variety of tools and resources to support communities, policy makers and practitioners in the development of age friendly cities.

## Who is funding the project?

This project is funded by the Economic and Social Research Council (ESRC) - the UK's largest organisation for funding research on economic and social issues.

## What is the duration of the project?

The project started in May 2016 and will end in April 2019.





# *The Case Study Neighbourhoods*

Discussions were undertaken with local government and community organisations to identify neighbourhoods that would benefit from the research. Additional work was undertaken to identify the demographic make-up of the individual neighbourhoods.

The emphasis was on identifying areas with different levels of deprivation, ageing populations and varying proximities to the city centre.

In the UK, the research is being undertaken in the

following locations:

- Manchester - Baguley, Rusholme and Didsbury
- Glasgow - Partick and Hyndland, Easterhouse and Govanhill
- Edinburgh - Leith, Morningside and Craigmillar

In Brazil, the research is being undertaken in the following locations:

- Pelotas - Centro, Fragata and Navegantes
- Belo Horizonte - Anchieta, Centro and Aglomerado da Serra

- Brasilia – Asa Norte, Asa Sul and Vila Weslian Roriz

## **What has happened so far?**

The research teams have been active in recruiting older adults to the research. A number of meetings have been held at the community level in the corresponding cities to advertise the research, develop collaborations with local community organisations and recruit older adults into the project. We have had an overwhelming response





to the research and have been made welcome by everyone within the various communities. The data collection within each of the neighbourhoods commenced in autumn 2016. Thus far, a total number of 540 surveys have been completed across the UK and Brazil. The surveys were focused on asking older adults about their levels of satisfaction with varying aspects of their communities including transport, outdoor spaces, information and communication, health services, respect and social inclusion, social participation and place identity and belonging. In the next newsletter we will feedback on some of the findings from the surveys. We have also been undertaking interviews with older adults in the

respective communities. These have included face-to-face and walking interviews.

Walking interviews involve the researcher accompanying a resident on a typical walk around the community on an everyday journey, to talk about the barriers and opportunities to ageing, and their likes and dislikes about the community.

It involves talking about places that older adults typically frequent, services and amenities that they may use and the role of outdoor spaces. The researcher typically records the journey through audio and the use of images to illustrate the discussion. In addition, we are also carrying out photo diaries which have involved older adults collecting their own images as a way of telling us about the neighbourhoods where they live.





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## NEWS AND EVENTS



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### Brazil team visit to the UK

Researchers from the Brazil team led by Professor Adriana Portella visited the UK from 29th May to the 5th June 2017. The objective of their visit was to work together with the UK team to analyse the data collected in Brazil and the UK. The Brazil team comprised: Gisele Silva Pereira, Silke Kapp, Daisy Albuquerque and Nirce Saffer Medvedoski. On 30th

and 31st May, the Brazil and UK team participated in a 2 day workshop at Heriot Watt University in Edinburgh and on 1st and 2nd of June, both teams participated in a 2 day workshop at the University of Dundee.



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### Conferences

Ryan Woolrych and Judith Sixsmith presented a poster of the project at the Gerontological Society of America (GSA) in New Orleans, November 16-20, 2016.

Rebecca Lawthom and Jenny Fisher presented findings from the project during the 7th International Community, Work and Family conference on 25-27 May 2017 at Università Cattolica del Sacro Cuore di Milano, Italy.

